

**NEWPORT BEACH RESTAURANT ASSOCIATION
BUSINESS IMPROVEMENT DISTRICT
FISCAL YEAR 2010-2011 ANNUAL REPORT**

This is the annual report for the sixteenth year of the Newport Beach Restaurant Association Business Improvement District. As required by Section 36533 of the California Streets and Highways Code, the annual report shall contain the following information:

1) Proposed Changes to the BID Boundary

There are no changes proposed to the BID boundaries.

2) Improvement and Activities for the Fiscal Year of July 2011 to June 2012

The NBRA BID will contract with California Marketing Concepts, Inc. to provide the following programs:

Collateral Development: Creative, Production & Printing

The BID will create and print a New Establishment informational brochure, and reprint NBRA stationary and NBRA membership decals.

Newport Beach Dining Guide

The BID will redesign the Newport Beach Dining Guide. Graphic design and production and the NBRA database updates will be accomplished using outside vendors. Ad sales, project management, and advertising coordination will be handled by CMC. An appropriate vendor for printing the guide will be selected.

Dining Guide Distribution Plan

The BID will distribute the Dining Guide through different vendors to reach the tourist market in regional hotels, airports, large corporation break rooms, and other locations to assure maximum exposure.

Phone Reservation System

The BID will contract to provide a centralized toll-free phone reservation system for online dining reservations, information, or dining guide requests.

Ad Campaign Creative Production and Design

The BID will contract to create new brand photography and new advertising campaign copy.

Print & Online Media Advertising Campaigns

The BID will implement national campaigns through the Visit Newport Beach and the Anaheim Visitor's and Convention Bureau. Local advertising campaigns are planned with the LA Times, the Newport Beach Chamber of

Commerce, the Corona del Mar Chamber of Commerce, and other BID media partners.

NBRA Website Development

The BID will maintain their website, newportbeachdining.com, listing all Newport Beach dining establishments and other information of interest to diners, such as the Newport Beach Restaurant Week. The Advisory Board has identified several improvements, including improved database management and search abilities, restaurant menus display, improved online reservation capability, integrated driving directions, exported Dining Guide data capabilities, and banner ad management.

Social Media Marketing & Internet Campaigns

The BID will expand utilization of existing Facebook and Twitter accounts and expand newsletter distribution through the internet/email.

Public & Media Relations Campaigns

The BID will contract with the Business Wire Press Center to provide online PR services.

Cooperative Marketing Campaigns

The BID will contract with the Anaheim/Orange County Convention and Visitors' Bureau and the Anaheim Resort Transit Authority in cooperative marketing campaigns including restaurant kiosks targeting the Anaheim drive market and a bus wrap advertising campaign.

NBRA Annual Meeting

The BID will hold its Annual Meeting at a local restaurant, where it will recognize sponsors and provide a review of financial standing of the BID, elect members to the Advisory Board, review program achievements, and ask for feedback from the general membership.

Community Event Participation

The BID will participate and contribute to the following events: Newport Beach Relay for Life, Police Appreciation Breakfast, Newport Beach Mayor Dinner and other special events.

NBRA BID Professional Memberships

The BID will maintain memberships with the following entities: Anaheim Convention and Visitors' Bureau, California Restaurant Association, Newport Beach Chamber of Commerce, and Visit Newport Beach, Inc.

Marketing & Association Management Fee

The BID will contract with California Marketing Concepts to provide BID management, marketing and public relations services.

Restaurant Week Cost Sharing

The NBRA BID will provide ancillary funding for the January Newport Beach Restaurant Week in addition to funds allocated to the event by the City.

Administration Fee

California Marketing Concepts will bill the BID for database management, miscellaneous operational reimbursements and administration fees, annual phone bill, and postage.

- 3) The costs of these activities are projected as follows:

Collateral Development: Creative, Production & Printing	\$1,000
Newport Beach Dining Guide	\$22,000
Dining Guide Distribution Plan	\$11,950
Phone Reservation System	\$5,000
Ad Campaign Creative Production and Design	\$6,000
Print & Online Media Advertising Campaigns	\$19,575
NBRA Website Development	\$9,600
Social Media Marketing & Internet Campaigns	\$12,500
Public & Media Relations Campaigns	\$3,500
Cooperative Marketing Campaigns	\$15,000
NBRA Annual Meeting	\$2,500
Community Event Participation	\$1,400
Restaurant Week Cost Sharing	\$25,000
NBRA BID Professional Memberships	\$750
Marketing & Association Management Fee:	\$36,000
Administration Fee	<u>\$8,000</u>
TOTAL:	\$179,775

- 4) The method and basis of levying the assessment shall be as follows:

The benefit assessments will be collected by the City in one installment. Assessments shall be collected at the beginning of the fiscal year, and shall be pro-rated for new businesses that open during the year. For establishments with less than eleven (11) employees, the assessment shall be a flat \$95.00. For establishments with greater than ten (10) employees, and whose business license tax is less than \$600, the benefit assessment shall be equal to the City's usual annual business license tax as established pursuant to Chapter 5.08 of the Municipal Code plus an additional \$65. For establishments with greater than ten (10) employees, and whose business license tax is \$600 or more, the benefit assessment shall be equal to the City's usual annual business license tax as established pursuant to Chapter 5.08 of the Municipal Code plus an additional \$145. The penalty for delinquent payments shall be equal to that established for delinquent business license fees pursuant to Chapter 5.08 of the Municipal Code, providing that the penalty amount added shall in no event exceed one hundred percent (100%) of the assessment amount due.

5) Surplus Carryover from Fiscal Year 2010-2011

The BID estimates that \$40,000 will be carried over from Fiscal Year 2010-2011 to Fiscal Year 2011-2012.

6) Sources of Contributions from other than levy

The BID estimates that there will be approximately \$38,000 contributed to the BID from the City of Newport Beach. In addition, the BID anticipates receiving \$3,570 from sponsors of the annual luncheon and \$21,000 from sponsors of the Dining Guide.

7) Past Year Accomplishments

The Fiscal Year of 2010-2011 was a successful one for the BID. The BID instituted and completed the following projects:

- Developed and executed comprehensive strategic marketing and public relations plan of work branding Newport Beach as Southern California Premier Dining Destination.
- Re-launched an innovative new user friendly web site and foodie blog with enhanced SEO plan, cutting edge technology and online reservation system
- Organized, prepared, marketed and implemented the Sixth Annual Restaurant Week campaign in January 2011
- Maintained targeted cost effective distribution of the NBRA Dining Guide
- Maintained database and toll-free dining reservation system for all NBRA BID restaurants
- Developed and executed new and traditional, internet and social media marketing campaigns leveraging promotion of the NBRA BID
- Integrated community partnerships, strategic marketing campaigns and co-operative programs with Visit Newport Beach Inc, Anaheim CVB, Anaheim Rapid Transit, Hoag Hospital, American Express, California Restaurant Association, Taste of Newport, Nestle Waters North America and numerous media outlets and sponsors
- Secured valuable in-kind media sponsorship and publicity generating visibility and brand awareness for Newport Beach Dining both in and out of market
- Sponsored industry-specific seminars (Serve Safe and ABC) and educational campaigns (DUI awareness & EPS ban, etc.) working in concert with the City of Newport Beach and the NBRA BID membership

The merchants of the Newport Beach Restaurant Association want to thank the City Council for their financial support and efforts on behalf of the BID.

**Newport Beach Restaurant Association
Business Improvement District
Priorities and Budget Outline
July 1, 2011 – June 30, 2012**

Funds Available FY End 2010 – 2011	\$40,000
Funds to be Collected FY 2011-2012	\$90,000
Anticipated Matching Funds from City	\$38,000
Anticipated Funds from Sponsorships	<u>\$ 24,750</u>

TOTAL AVAILABLE FUNDS	\$192,750
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<u>Priorities</u>	<u>Amount</u>
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NBRA Website Development	\$9,600
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TOTAL EXPENDITURES	\$179,775
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